

NEWSPAPER EXPENDITURES BY MFR AND BRAND
AUGUST 1994

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	85,277	3,603,241
R. J. Reynolds	271,439	1,531,535
American	0	5,868
Brown & Williamson	236,117	853,450
Other	28,950	31,096
TOTAL	621,783	6,025,190

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Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B&H L+ML	0		0	
B+H	0		1,868	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		6,670	
		0		8,538
B&H KINGS	0		0	
B&H KINGS M	0		0	
B&H ML+ML	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
MARLBORO	51,265		2,953,048	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		51,265		2,953,048
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
MARLBORO+100+L	0		0	
		0		0
MERIT	0		0	
MERIT M	0		0	
MERIT+M	0		0	
MERIT UL	0		0	
MERIT+UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	7,870		39,350	
PARLIAMENT 100L	0		0	
		7,870		39,350
PM FAMILY	0		0	
		0		0
V SLIMS	26,142		585,409	
V SLIMS L	0		16,896	
V SLIMS L+ML	0		0	
V SLIMS SSM	0		0	
		26,142		602,305
BRISTOL	0		0	
		0		0
TOTAL	85,277		3,603,241	

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R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	1,168		1,168	
CAMEL L	7,139		98,077	
CAMEL+L	0		0	
CAMEL 100	0		0	
		8,307		99,245
CAMEL SPL	0		69,275	
CAMEL W+U+SL	0		0	
		0		69,275
DORAL L	0		0	
DORAL	263,132		1,345,529	
		263,132		1,345,529
DAKOTA	0		0	
DAKOTA+L	0		0	
		0		0
MAGNA	0		0	
MAGNA+L	0		0	
		0		0
MORE	0		0	
MORE M	0		0	
MORE L+HL	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
NOW 100M	0		0	
NOW 100+100M	0		0	
		0		0
SALEM	0		0	
SALEM L	0		0	
SALEM 100L	0		0	
SALEM+L+UL	0		0	
SALEM GOLD	0		0	
		0		0
VANTAGE	0		0	
VANTAGE 100	0		0	
VANTAGE 100UL	0		0	
VANTAGE UL	0		0	
VANTAGE UL+100UL	0		0	
VANT+UL+100UL	0		0	
VANTAGE+UL	0		0	
VANTAGE+100UL	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
WINSTON L+100L	0		0	
WINSTON UL	0		0	
WINSTON+L+UL	0		0	
		0		0
WINSTON SELECT	0		17,486	
WINSTON+SELECT	0		0	
		0		17,486
TOTAL	271,439		1,531,535	

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American

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
AMER 100+100L	0		0	
AMER 100+L+ML	0	0	0	0
CARLTON	0		0	
CARLTON 100	0		0	
CARLTON M	0		0	
CARLTON+M	0		0	
CARLTON M+100M	0		0	
CAR+M+100+M+120	0		0	
CARLTON 100+85	0	0	0	0
LUCKY L	0		0	
LUCKY L+100L	0		0	
LUCKY+L+100L	0		0	
LUCKY+100L	0		0	
LUCKY FILTERS	0	0	0	0
MALIBU 100+M+L	0		0	
MALIBU+M+L	0		0	
MALIBU M+100M	0		0	
MALIBU100+L+M+UL	0		0	
MALIBU L100	0	0	0	0
MISTY SLIM L+ML	0	0	0	0
PALL MALL FLTRS	0		0	
PALL MALL+25	0		0	
PALL MALL L	0		0	
PL ML L+100L	0		0	
PL ML+100+100G	0	0	0	0
PRIVATE STOCK	0	0	5,868	5,868
RIVIERA	0	0	0	0
TAREYTON	0	0	0	0
BULL DURHAM	0		0	
BULL DURHAM+L	0		0	
MONTCLAIR 100	0		0	
MONTCLAIR	0	0	0	0
CROWNS 100+100L	0	0	0	0
TOTAL	0		5,868	

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Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
GENERIC	236,117		853,450	
		236,117		853,450
KOOL MILD'S	0		0	
KOOL MILD'S 100	0		0	
KOOL D 100L+UL	0		0	
KOOL+MILD+LT+UL	0		0	
KOOL MILD'S+L+UL	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
RAL EX+EX100L	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 M	0		0	
RICHLAND 25 100L	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
RICHLAND 20	0		0	
RICHLAND 20L	0		0	
RICH 20+20 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	236,117		853,450	

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Other

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
DUNHILL	0		0	
DUNHILL MILD'S	0		0	
DUNHILL MILD'S M	0		0	
		0		0
GUNSMOKE + L	28,950		31,096	
		28,950		31,096
JACKS	0		0	
		0		0
MERIDIAN100L+ML	0		0	
MERIDIAN100L+UL	0		0	
MERIDIAN 100+ML	0		0	
		0		0
TOTAL	28,950		31,096	

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